



WJLA-TV/DT WASHINGTON, DC

WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

Contract # 199388

Schedule Dates

Advertiser

Agency/T-Code

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

10/30/12-11/06/12

Restore our Future (15528)

Mentzer Media (1290)/ELECTRONIC

Political-Political (1088)

EST 1545 10/30-11/06 (72887)

Monares, Barbara (1108)

WJLA - Core Team

BRAUNSCHEIDEL, ANNE

/ (202) 872-0263

EST 1545 10/30-11/06

Local/Political Issue Agency

Standard

EST 1545 10/30-11/06

Date Entered 10/23/12

Last Modified 10/23/12

Entered By Barbara Monares

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$47,490.00

Net Total \$269,110.00

Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month

Nov. 2012 78

Grand Total: 78

Rate

\$316,600.00

\$316,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A			1	1	1	1			4	\$1,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/23/12
2.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	6:58A- ABC-GOOD MORNING AMERICA			2	2	2	2			16	\$1,800.00	\$14,400.00	WJLA Arlington (WJLA)		10/23/12
3.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P			2	2	2	2			8	\$1,900.00	\$15,200.00	WJLA Arlington (WJLA)		10/23/12
4.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P			2	2	2	2			8	\$2,800.00	\$22,400.00	WJLA Arlington (WJLA)		10/23/12
5.0	Normal Line / SPOT	10/30/12-10/31/12	3	:30	6:58P- WHEEL OF FORTUNE			2	2					4	\$7,000.00	\$28,000.00	WJLA Arlington (WJLA)		10/23/12
6.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	6:58P- WHEEL OF FORTUNE					2				2	\$7,000.00	\$14,000.00	WJLA Arlington (WJLA)		10/23/12
7.0	Normal Line / SPOT	10/30/12-10/31/12	3	:30	7:27P- JEOPARDY			2	2					4	\$8,000.00	\$32,000.00	WJLA Arlington (WJLA)		10/23/12
8.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	7:27P- JEOPARDY					2				2	\$8,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/23/12
9.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	49886- ABC-ABC NIGHTLINE			1	1	1	1			4	\$3,000.00	\$12,000.00	WJLA Arlington (WJLA)		10/23/12
10.0	Normal Line / SPOT	10/30/12-11/04/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P			2	2	2	2			10	\$4,000.00	\$40,000.00	WJLA Arlington (WJLA)		10/23/12

CONFIRMATION CONTRACT

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WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Mentzer Media
600 Fairmount Avenue
Suite 306
Towson, MD 21286

Contract # 199388

Schedule Dates

10/30/12-11/06/12

Advertiser

Restore our Future (15528)

Agency/T-Code

Mentzer Media (1290)/ELECTRONIC

Product

Political-Political (1088)

Brand

EST 1545 10/30-11/06 (72887)

Salesperson

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Sales Office

WJLA - Core Team

Buyer Name

BRAUNSCHEIDEL, ANNE

Phone/Fax

/ (202) 872-0263

CPE

EST 1545 10/30-11/06

Account Types

Local/Political Issue Agency

Billing Type

Standard

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By Broadcast Month Spots Rate

Nov. 2012 78 \$316,600.00

Grand Total: 78 \$316,600.00

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11.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	11:29P- NEWS-ABC 7 NEWS @ 11P							2		2	\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/23/12
12.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							2		2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		10/23/12
13.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							2		2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		10/23/12
14.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1	1						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/23/12
15.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		1	1						2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		10/23/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		2							2	\$1,900.00	\$3,800.00	WJLA Arlington (WJLA)		10/23/12
17.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:58P- NEWS-ABC 7 NEWS @ 6P		2							2	\$2,800.00	\$5,600.00	WJLA Arlington (WJLA)		10/23/12
18.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:58P- WHEEL OF FORTUNE		1							1	\$7,000.00	\$7,000.00	WJLA Arlington (WJLA)		10/23/12
19.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7:27P- JEOPARDY		1							1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/23/12
20.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:35P- ABC-ABC NIGHTLINE		1							1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/23/12

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21.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	2		2						2	\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/23/12
22.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7:57P- ABC-DANCING WITH THE STARS	2		2						2	\$18,000.00	\$36,000.00	WJLA Arlington (WJLA)		10/23/12
23.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	6:58P- ABC 7 NEWS SPECIAL				2					2	\$6,000.00	\$12,000.00	WJLA Arlington (WJLA)	m/g form 10/23	10/23/12
24.0	Normal Line / SPOT	10/30/12-10/30/12	3	:30	10P- ABC-PRIVATE PRACTICE	1	1							1	\$18,000.00	\$18,000.00	WJLA Arlington (WJLA)	m/g form 10/23	10/23/12

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